



The Jim Walters Management Company and Cellular World
present

The 33rd International Canoe Federation Flatwater Racing World Championships



**Gainesville, Ga.
September 10-14, 2003**

**OFFICIAL INFORMATION
FOR ACCREDITED MEDIA**



MEDIA ARRIVAL INFORMATION

When You Arrive

All media must register and pick up their credentials at the Georgia Mountains Center in downtown Gainesville. Media registration will be open Sept. 7-14, 7 a.m. - 9 p.m. Upon registration, you will receive your media badge and additional information on accommodations, meals, transportation and venue access privileges. Final information about the race schedules and participants (start lists) also will be available.

Transportation

The Georgia Mountains Center will be the transportation hub *for individuals with accommodations arranged through Lanier Canoe 2003*. Transportation will be provided from:

- Atlanta's Hartsfield International Airport to Gainesville
- Housing at Lake Lanier Islands to the Georgia Mountains Center
- Housing at various hotels/motels in Gainesville to the Georgia Mountains Center
- From the Georgia Mountains Center to the Venue site
- From overflow spectator parking at an off-site location to the Venue site
- From Gainesville to Atlanta's Hartsfield International Airport after the competition

Accommodations

Media are strongly encouraged to book accommodations through Lanier Canoe 2003, which will include free transportation as detailed above. For more information on accommodations, contact Valerie Cash as soon as possible at Laniercanoe@aol.com or call 770-287-7888 extension 30. Remaining space is limited and filling up quickly.

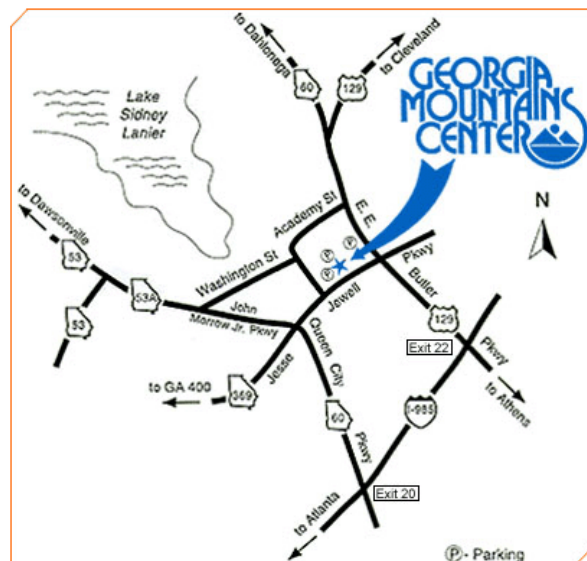
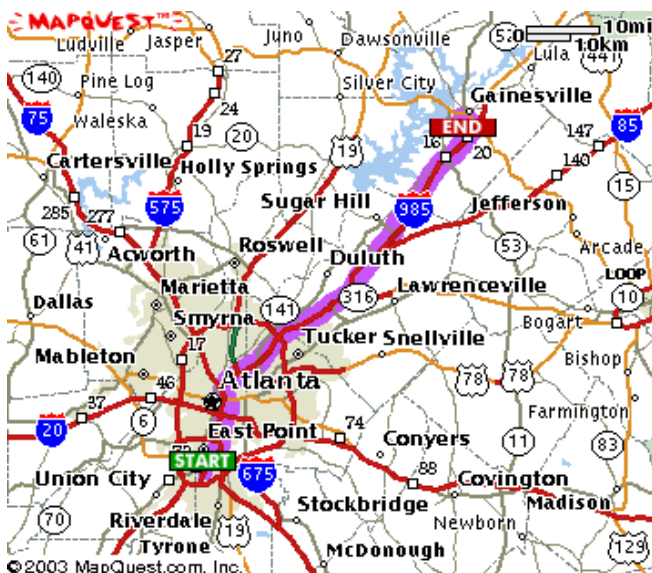
Rental Cars

Media not using Lanier Canoe 2003 accommodations may want to rent a car. Enterprise Rent-A-Car is offering discount rates for the event. Cars may be rented online at www.LanierCanoe2003.org under the travel section. (1-800-RENT-A-CAR)



Directions to the Georgia Mountains Center From Hartsfield Atlanta International Airport

Take I-85 North through downtown Atlanta. Continue North on I-85 for approximately 40 miles. Exit onto I-985 and travel for approximately 21 miles. Take Exit 22 and turn left on Highway 129 North. When you enter Gainesville, turn left onto Jesse Jewell Parkway, then turn right on Main Street. The Georgia Mountains Center will be on your right. The address is 301 Main Street.



Reserved Parking Areas at the Venue

Media holding credentials will be provided parking at no charge on a first-come-first-serve basis in designated spaces on the Tower side of the venue.

Tourist Information

- Greater Hall Chamber of Commerce, located in downtown Gainesville at 230 E. E. Butler Parkway, Gainesville, GA 30503 – Phone: 770-532-6206 or visit www.ghcc.com
- Area events and maps are available at the Georgia Mountains Center and at the Information Booth at the venue.
- For more information on accommodations and tourist destinations, contact the Convention and Visitor's Bureau at (888) 536-0005 or visit www.gainesvillehallcvb.org.

Hartsfield Atlanta International Airport

Customer service direct line: (404) 530-7300; Website: www.atlanta-airport.com. Detailed information may be obtained directly from your airline.



GENERAL INFORMATION

Venue Media Center: The Media Center at the competition venue will be open Sept. 10, 12-5 p.m.; Sept. 11-14, 8 a.m. - 7 p.m.; and Sept. 15, 10 a.m. – 2 p.m. The Center will be equipped with the following:

- Telephone lines (local calls free, long distance and international calls will require calling card)
- Hardwired high-speed Internet connections
- Wireless Internet access
- Shared personal computer for media use
- Fax machine

Posting of Results: Media will receive hard copies of event results in the media center. Results also will be posted in real time online at www.laniercanoe2003.org.

Information Booth: The Hall County Chamber of Commerce will host an information booth at the competition site. Visit this location to obtain event and local area information and to report lost and found articles.

Emergency Assistance: Dial 911 to reach police, fire department and emergency medical services.

Medical Assistance at Venue: The Northeast Medical Center will provide basic first aid for health-related illnesses and minor injuries. If the need cannot be met at the venue, the individual will be transported to the Emergency Department at one of the Northeast Georgia Medical Centers. See Venue Map for locations.

Event Security: If you should notice anything suspicious at any time, please report it to one of the security officials on site.



EVENT SCHEDULE

Monday September 8

Boat control: 10.00 - 12.00 14.00 - 18.00

Tuesday September 9

Boat control: 08.00 - 12.00 14.00 - 18.00

Wednesday September 10

Boat control 08.00 - 10.00

Team leaders meeting 10.00 – Georgia Mountains Center

Technical meeting 11.00 – Georgia Mountains Center

Opening ceremony 18.00 – Lobby Opens at 17.00 - Georgia Mountains Center

Heats: 1000M--7 min between races 500M--5 min between races 200M--3 min between races

Thursday September 11

1000M Men / Women

Morning Heats

08.30 . 08.37 K4 1000M WOMEN
 08.44 . 08.58 K1 1000M MEN
 09.19 . 09.33 C1 1000M MEN
 09.40 . 09.54 K1 1000M WOMEN
 10.01 . 10.15 C2 1000M MEN
 10.22 . 10.50 K2 1000M MEN
 10.57 . 11.11 K2 1000M WOMEN
 11.18 . 11.25 C4 1000M MEN
 11.32 . 11.53 K4 1000M MEN

1st Day

500M Men/Women

Afternoon Heats

14.00 . 14.10 K4 500M WOMEN
 14.15 . 14.35 K1 500M MEN
 14.40 . 14.50 C1 500M MEN
 14.55 . 15.10 K1 500M WOMEN
 15.15 . 15.25 C2 500M MEN
 15.30 . 15.50 K2 500M MEN
 15.55 . 16.05 K2 500M WOMEN
 16.10 . 16.15 C4 500M MEN
 16.20 . 16.35 K4 500M MEN

Friday September 12

1000M Men / Women

Morning Semi-Finals

08.30 . K4 1000M WOMEN
 08.40 . 09.10 K1 1000M MEN
 09.20 . 09.30 C1 1000M MEN
 09.40 . 09.50 K1 1000M WOMEN
 10.00 . 10.10 C2 1000M MEN
 10.20 . 10.50 K2 1000M MEN
 11.00 . 11.10 K2 1000M WOMEN
 11.20 . C4 1000M MEN
 11.30 . 11.50 K4 1000M MEN

2nd Day

500M Men/Women

Afternoon Semi-Finals

14.00 . 14.10 K4 500M WOMEN
 14.20 . 14.50 K1 500M MEN
 15.00 . 15.10 C1 500M MEN
 15.20 . 15.40 K1 500M WOMEN
 15.50 . 16.00 C2 500M MEN
 16.10 . 16.40 K2 500M MEN
 16.50 . 17.00 K2 500M WOMEN
 17.10 . C4 500M MEN
 17.20 . 17.40 K4 500M MEN

Saturday September 13

1000M Men / Women

Morning Finals

08.30 K4 1000M WOMEN FINAL A
 08.40 K1 1000M MEN FINAL A
 08.50 C1 1000M MEN FINAL A
 09.00 K1 1000M MEN CEREMONY
 09.10 K1 1000M WOMEN FINAL A
 09.20 C2 1000M MEN FINAL A
 09.30 K2 1000M MEN FINAL A
 09.40 C1 1000M MEN CEREMONY
 09.50 K2 1000M WOMEN FINAL A
 10.00 C4 1000M MEN FINAL A
 10.10 K4 1000M MEN FINAL A

3rd Day

200M Men/Women

Afternoon Heats

14.00 . 14.03 K4 200M WOMEN
 14.10 . 14.25 K1 200M MEN
 14.30 . 14.39 C1 200M MEN
 14.45 . 14.54 K1 200M WOMEN
 15.00 . 15.06 C2 200M MEN
 15.15 . 15.24 K2 200M MEN
 15.30 . 15.36 K2 200M WOMEN
 15.45 . 15.48 C4 200M MEN
 15.55 . 16.01 K4 200M MEN



Semi-Finals

10.15	K4	1000M	WOMEN	CEREMONY		
10.25	C2	1000M	MEN	CEREMONY	16.30	K4 200M WOMEN
10.35	K4	1000M	WOMEN	FINAL B	16.35 . 16.44	K1 200M MEN
10.40	K1	1000M	MEN	FINAL B	16.50 . 16.53	C1 200M MEN
10.45	C1	1000M	MEN	FINAL B	17.00 . 17.06	K1 200M WOMEN
10.50	K1	1000M	WOMEN	CEREMONY	17.10 . 17.13	C2 200M MEN
11.00	K2	1000M	MEN	CEREMONY	17.20 . 17.26	K2 200M MEN
11.10	K1	1000M	WOMEN	FINAL B	17.30 . 17.33	K2 200M WOMEN
11.15	C2	1000M	MEN	FINAL B	17.40	C4 200M MEN
11.20	K2	1000M	MEN	FINAL B	17.45 . 17.48	K4 200M MEN
11.25	K2	1000M	WOMEN	CEREMONY		
11.35	C4	1000M	MEN	CEREMONY		
11.45	K2	1000M	WOMEN	FINAL B		
11.50	C4	1000M	MEN	FINAL B		
11.55	K4	1000M	MEN	FINAL B		
12.00	K4	1000M	MEN	CEREMONY		

Sunday September 14

500M Men / Women

Morning Finals

08.30	K4	500M	WOMEN	FINAL A
08.40	K1	500M	MEN	FINAL A
08.50	C1	500M	MEN	FINAL A
09.00	K1	500M	MEN	CEREMONY
09.10	K1	500M	WOMEN	FINAL A
09.20	C2	500M	MEN	FINAL A
09.30	K2	500M	MEN	FINAL A
09.40	C1	500M	MEN	CEREMONY
09.50	K2	500M	WOMEN	FINAL A
10.00	C4	500M	MEN	FINAL A
10.10	K4	500M	MEN	FINAL A
10.15	K4	500M	WOMEN	CEREMONY
10.25	C2	500M	MEN	CEREMONY
10.35	K4	500M	WOMEN	FINAL B
10.40	K1	500M	MEN	FINAL B
10.45	C1	500M	MEN	FINAL B
10.50	K1	500M	WOMEN	CEREMONY
11.00	K2	500M	MEN	CEREMONY
11.10	K1	500M	WOMEN	FINAL B
11.15	C2	500M	MEN	FINAL B
11.20	K2	500M	MEN	FINAL B
11.25	K2	500M	WOMEN	CEREMONY
11.35	C4	500M	MEN	CEREMONY
11.45	K2	500M	WOMEN	FINAL B
11.50	C4	500M	MEN	FINAL B
11.55	K4	500M	MEN	FINAL B

4th Day

200M Men / Women

Afternoon Finals

14.00	K4	200M	WOMEN	FINAL A
14.05	K1	200M	MEN	FINAL A
14.10	C1	200M	MEN	FINAL A
14.20	K1	200M	MEN	CEREMONY
14.30	K1	200M	WOMEN	FINAL A
14.35	C2	200M	MEN	FINAL A
14.40	K2	200M	MEN	FINAL A
14.50	C1	200M	MEN	CEREMONY
15.00	K2	200M	WOMEN	FINAL A
15.05	C4	200M	MEN	FINAL A
15.10	K4	200M	MEN	FINAL A
15.15	K4	200M	WOMEN	CEREMONY
15.25	C2	200M	MEN	CEREMONY
15.35	K4	200M	WOMEN	FINAL B
15.40	K1	200M	MEN	FINAL B
15.45	C1	200M	MEN	FINAL B
15.50	K1	200M	WOMEN	CEREMONY
16.00	K2	200M	MEN	CEREMONY
16.10	K1	200M	WOMEN	FINAL B
16.15	C2	200M	MEN	FINAL B
16.20	K2	200M	MEN	FINAL B
16.25	K2	200M	WOMEN	CEREMONY
16.35	C4	200M	MEN	CEREMONY
16.45	K2	200M	WOMEN	FINAL B
16.50	C4	200M	MEN	FINAL B
16.55	K4	200M	MEN	FINAL B

Closing Ceremony

17.15 at the Lake Lanier Olympic Center Amphitheatre

Athlete Village Closes

Tuesday September 16



SPECIAL EVENTS DURING THE WEEK

Opening Ceremonies

On Wednesday, Sept. 10, the Opening Ceremonies will showcase the best in music and dance from the Southeastern United States at the Georgia Mountains Center. The performance will be a cirque-style extravaganza, complete with aerialists, and musical selections from classical to bluegrass. Another highlight will be the procession of athletes from the nearly 80 countries attending the World Championships.

The lobby will open at 5 p.m. with entertainment by Jennifer Daniels. The ceremony will start at 6 p.m. Tickets are \$25 per person and can be ordered in advance online at www.LanierCanoe2003.org.

Paddlefest Downtown

Main Street Gainesville is providing a series of special events in downtown Gainesville Sept. 10-13. Media will receive a business directory and map listing all retail and restaurant businesses in downtown Gainesville. Included will be a "Take a Bite Out of Downtown" card providing a 20 percent discount during September at all participating downtown restaurants. Some will feature live entertainment. Many retailers will provide in-store promotions during these four days that will be interesting to visitors, as well as locals.

The Garden Club Council will have displays in downtown store windows featuring entries in a juried flower show.

On Friday, Sept. 12, 5-7 p.m., live entertainment will be provided in front of the Main Street Market, featuring Jayne Olderman's new CD "The Journey." Horse and carriage rides will be available as well as a "Taste and Tour" of downtown Gainesville featuring food and entertainment.

Dragon Boat Races

The modern dragon boat race dates back almost 2,000 years. It is based on the Chinese re-enactment of the race to save Qu Yuan, a 4th century statesman, poet and advisor to the head of state. After he threw himself into the river, the local fisherman wildly beat their drums and splashed water with their paddles in an attempt to keep the water dragons and fish from eating his body.

On Sept. 11-14, during the lunch intermissions, teams of up to 20 participants will compete in Dragon Boats furnished by the Hong Kong Economic & Trade Office.

The Hong Kong dragon boat is a sleek, 39-foot, 3,000-pound racer with a dragon's head at the prow and a tail at the stern. A crew of 20, including a steerperson and a drummer, maneuver the boat along a 500-meter course. The race is very fast, with teams completing the course in approximately three minutes.

Women in Canoe

The Lanier Canoe 2003 organizing committee is pleased to host women's canoe events as exhibition races at the 33rd ICF Flatwater Racing World Championships.

The first international affair to include women's canoe events was the 1999 Lake Lanier Sprint Challenge, followed by the 2001 Wachovia World Cup, also held at Lanier, and the 2001 and 2002 Pan Am Championships held in Mexico and Brazil.

Exhibition races will be held in the standard distances of C-1 200, 500 and 1000 meters, as well as C-2 distances.

Women's canoe events have never been included in World Championship or Olympic competition. These races will showcase the hard work and effort by national federations to include women in all aspects of our sport. We hope that they will also inspire and challenge other national federations to join in this opportunity for tremendous growth in the sport of canoe.

Welcome the World Challenge

On Sunday, Sept. 7, at 2 p.m., Lanier Canoe 2003 will host a race and celebration to welcome the athletes to Gainesville. The flatwater canoe/kayak race is open to all paddlers and will be followed by a fun beachside party with live music and the opportunity to show support to the world-class paddlers before the World Championships. Registration begins at 12 p.m.



VENUE MAP

